

## ECONOMIC FUTURES WORKSHOP

# Madelia Minnesota



To learn more about Madelia's current economic situation and to prepare for the upcoming economic resiliency plan, 22 community members from Madelia participated in the University of Minnesota's Economic Futures Workshop on Monday, August 21, 2017.

The workshop was offered in partnership with the Region 9 Development Commission. Funding for the workshop came from the federally-funded EDA Center at the University of Minnesota-Crookston and University of Minnesota Extension.<sup>1</sup>

### WHAT IS AN ECONOMIC FUTURES WORKSHOP?

The Economic Futures Workshop helps community leaders look objectively at the state of their local economy. The workshop examines the interactions within an economy—among businesses and between businesses and consumers. Using information about how these linkages function, leaders can begin to understand the full implications of change on the local economy. The Futures Workshop can also help communities understand how efforts by different organizations can affect the economy.

The three-hour Futures Workshop provided a profile of the Watonwan County economy, an analysis of how 10 selected industries interact, and a facilitated exploration and discussion of the industries. Due to availability, the workshop used data for Watonwan County. However, the discussion focused on industries in Madelia and their role in the community.

### PROFILE OF THE CURRENT ECONOMY

In 2016, there were 4,676 full-time, part-time, and seasonal jobs in Watonwan County.<sup>2</sup> The number of jobs in Watonwan County declined from 5,525 in 2001 to 4,500 in 2010. Following the Great Recession of 2008-2009, Watonwan County businesses slowly began to add jobs, positively changing a pattern of slow but steady job loss.

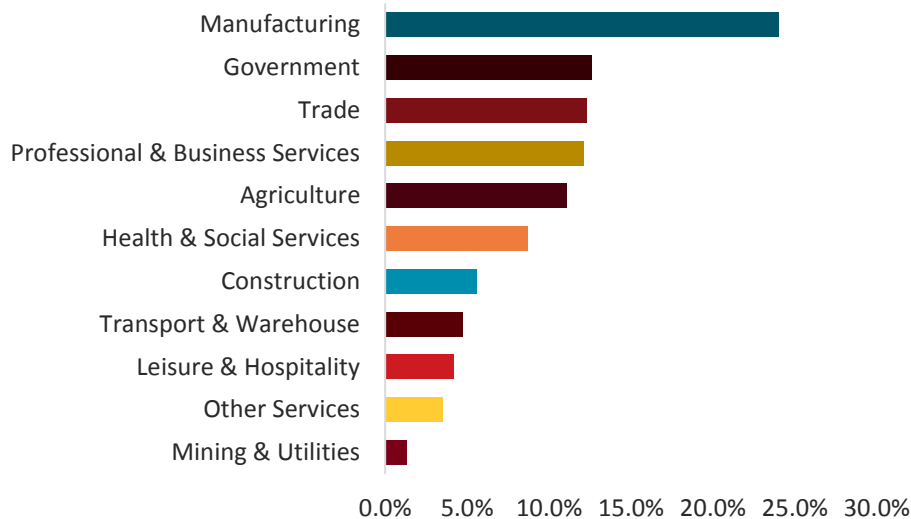
Chart 1 illustrates 2015 employment by industry in Watonwan County.<sup>3</sup> The largest industry was manufacturing employing 24 percent of the workforce in Watonwan County. Other major employment industries include government, trade, and professional and business services.

<sup>1</sup> The EDA Center is one of a national network of University Centers funded by the U.S. Economic Development Administration, a bureau of the U.S. Department of Commerce. Learn more at <http://www.edacenter.org/>.

<sup>2</sup> Source: EMSI (Economic Modeling System) [www.economicmodeling.com](http://www.economicmodeling.com), based on QCEW data.

<sup>3</sup> Source: IMPLAN. 2015 is the most current data available. [www.implan.com](http://www.implan.com).

**Chart 1: Employment by Industry, Watonwan County 2015**



Source: IMPLAN

None of Watonwan County's industries added jobs between 2001 and 2016, which is concerning. Two industries did not lose any jobs. Those are real estate and finance and insurance. Industries with the most jobs losses during the same period include manufacturing (-437 jobs), wholesale trade (-109 jobs), and health care and social assistance (-77 jobs). Although losses in manufacturing were relatively high, data shows the losses were largely the result of national trends in manufacturing. They were not necessarily specific to conditions in Watonwan County.

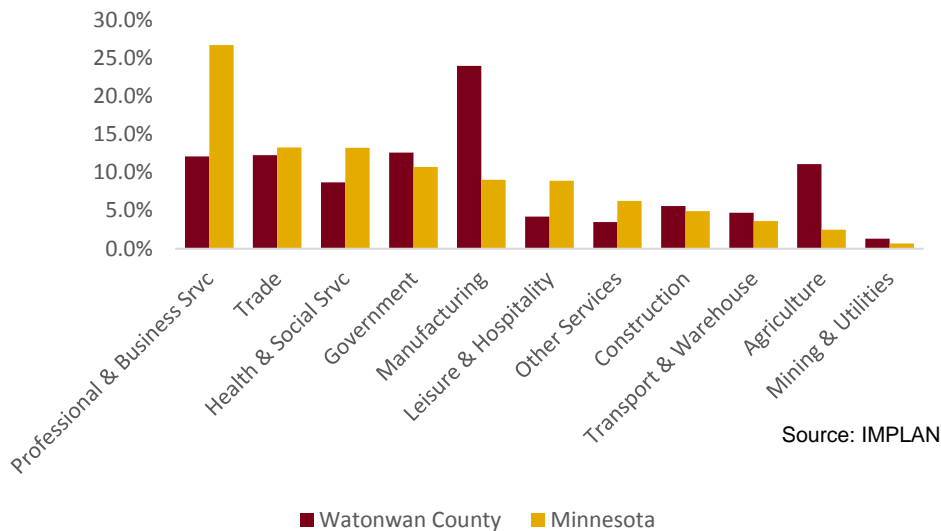
Employment by industry as compared to the average Minnesota county is shown in Chart 2. Watonwan County has a higher percentage of its employment in the manufacturing, agricultural and forestry, and mining and utilities industries. Watonwan County trails the average Minnesota county in percentage of employment in the professional and business service and leisure and hospitality service industries.

Wages in Watonwan County are lower than the Minnesota average. Watonwan County's average weekly wage across all industries was \$622 in 2015.<sup>4</sup> Minnesota's average weekly wage across all industries was \$1,030.<sup>5</sup> The Watonwan County wage difference could be attributed to lower overall wages or to a higher number of part-time or seasonal jobs in the county, which would lower the overall average wage.

<sup>4</sup> Wages include bonuses, stock options, severance pay, profit distributions, cash value of meals and lodging, tips, and other gratuities.

<sup>5</sup> Source: Quarterly Census of Employment and Wages (QCEW), MN Department of Employment and Economic Development, <http://mn.gov/deed/>.

**Chart 2: Employment by Industry, Watonwan County vs Minnesota**



## ANALYSIS OF INDUSTRIES

On June 15, 2017, a planning committee selected 10 industries for analysis and discussion during the facilitated workshop. The analysis used the input-output model, IMPLAN.

Note: these industries were selected to represent a diverse range of economic activities in Watonwan County. The workshop uses these industries as examples.

Construction

Education

Health care

Retail trade

Real estate

Professional services

Accommodations

Food services

Poultry processing

Printing

## EXPLORATION AND DISCUSSION OF INDUSTRIES

After reviewing the current structure of the Watonwan County economy, attendees divided into groups to explore the economic interdependencies of the selected industries. Each group discussed two industries and addressed the following four questions:

1. What surprises you about this information?
2. What information favors this industry in the region?
3. What information works against this industry in the region?
4. What could be done to support this industry in Watonwan County?

The small groups reported out to the full group their summary thoughts and considerations. (Appendix two provides summary notes from the industry discussions).

## KEY CONCLUSIONS

Participants in the Madelia Futures Workshop put forth ideas to support each of the industries under discussion. The group then identified common themes across the ideas. These ideas were simply brought forth and discussed. They reflect the breadth and depth of the conversation. They were not vetted or voted on for implementation.

- Provide housing opportunities, both life-cycle and affordable housing
- Involve people in the community, build commitment
- Increase communication between businesses, encourage partnering
- Focus on the many positives, support on a day-to-day basis, build on successes
- Encourage the involvement of the Hispanic/Latino community
- Attract and retain qualified employees

In wrapping up the workshop, participants were asked to categorize the meeting as a rose (this is a fully developed idea), a bud (something exciting and possible was launched), or a thorn (this caused pain). Following is a selection of the responses:

1. Bud, have so many great assets here, need to support them
2. Bud, potential, if watered, it will become a rose
3. Bud, hopeful this will spur going forward
4. Bud, Madelia has a history of good leadership
5. Bud, we are coming together as a community
6. Rose, businesses pondering their role in the community
7. Rose/Bud, Madelia IS strong, people choose us
8. Rose, number of people in thoughtful conversation
9. Bud, mentor youth, keep up good leadership
10. Bud, excellent place to grow up and raise a family
11. Bud, Madelia primed, open and beautiful, can be a flourishing community
12. Bud, people are willing to look towards future
13. Rose, people in room addressing the future head-on
14. Bud, being more inclusive
15. Bud, a lot of productive, smart people gathered here
16. Bud, viable economic plan, it will be work
17. Bud, people truly care

18. Thorn, no introductions tonight, made it hard to approach
19. Bud, people shared and contributed, now, what's next
20. Bud, collecting data to use in going forward

### **WORKSHOP PARTICIPANTS**

The following individuals participated in the workshop.<sup>6</sup>

Karla Angus  
Glenda Arndt  
Amy Bergeman  
Brian Bergeman  
Dawn Campbell  
Steve Cooling  
Sam Crowley  
Candace Fenske  
Karla Grev  
Matt Gunderson  
Traci Heuy  
Jim Jose  
Jane Jose  
Brad Kner  
Joellen Krier  
Sylvia Kunz  
Christine Olson  
Jane Piepgras  
Todd Simmons  
Bruce Taylor  
Marisa Ulmen  
Dale Williams

### **EXTENSION STAFF**

The following University of Minnesota Extension staff participated in the planning, preparation, and presentation of the Economic Futures Workshop in Watonwan County.

Brigid Tuck, Economic Impact Analyst, Presenter  
Neil Linscheid, Extension Educator, Presenter  
Maryam Moeinian, Community Vitality Intern

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<sup>6</sup> Participant list derived from sign in sheet at entrance. Spelling errors may have resulted from difficulty in reading handwriting. The author apologizes for any errors.

## APPENDIX ONE: DEFINITIONS OF TERMS

The workshop analyzed ten of Watonwan County's industries to measure their economic linkages. The results of the analysis are presented in this appendix. To allow for comparison, the analysis considers the economic impact of 100 jobs in each industry. This allows one to compare and contrast the types of impacts each industry has in the county. The IMPLAN model used in this analysis is linear; therefore, if a person wanted to consider the economic linkages of 10 jobs, it could be done by dividing the results for 100 jobs by 10.

Interpreting the results requires knowing several definitions. Those are included here.

### Output

The IMPLAN model measures output in dollars and is equivalent to total sales.

### Employment

The model measures employment in annual average jobs and includes full-time, part-time, and seasonal workers. In other words, one job is one job regardless if it is full-time, part-time, or seasonal. Total wage and salaried employees as well as the self-employed are included in employment estimates in IMPLAN. Because employment is measured in jobs and not in dollar values, it tends to be a very stable metric.

### Average Weekly Wage

The average weekly wage from the Quarterly Census of Employment and Wages is calculated by taking total wages paid and dividing by the total number of employees and by 52 weeks. Thus, industries with a higher number of part-time employees may have lower average weekly wages. Wages include bonuses, stock options, severance pay, profit distributions, cash value of meals and lodging, tips, and other gratuities. In some states, employer contributions to certain deferred compensations plans (such as 401(k)).

### Direct Impact

The direct impact is equivalent to the initial change in the economy. For this workshop, the direct impact is 100 jobs.

### Indirect Impact

The indirect impact is the summation of changes in the local economy that occur due to **spending for inputs** (goods and services) by the industry or industries directly impacted. For instance, if employment in a manufacturing plant increases by 100 jobs, this implies a corresponding increase in output by the plant. As the plant increases output, it must also purchase more of its inputs, such as electricity, steel, and equipment. As it increases its purchase of these items, its suppliers must also increase their production, and so forth. As these ripples move through the economy, they can be captured and measured. Ripples related to the purchase of goods and services are indirect impacts.

### Induced Impact

The induced impact is the summation of changes in the local economy that occur due to **spending by labor** – by the employees in the industry or industries directly impacted. For instance, if

employment in a manufacturing plant increases by 100 jobs, the new employees will have money to spend to purchase housing, buy groceries, and go out to dinner. As they spend their new income, more activity occurs in the local economy. This can be quantified and is called the induced impact.

### **Total Impact**

The total impact is the summation of the direct, indirect and induced impacts

## **APPENDIX TWO: SUMMARY OF INDUSTRY EXPLORATION AND DISCUSSION**

During small group discussions, the participants answered the following questions about ten selected industries. The responses, shared with the large group, are summarized below.

### **Questions for Discussion**

1. What surprises you about this information?
2. What information favors this industry in the region?
3. What information works against this industry in the region?
4. What could be done to support this industry in Watonwan County?

### Professional Services

1. Surprises?
  - a. Only 57 employees, which is a 26 percent decline
  - b. Only 11 businesses
  - c. Wages?
2. Favors industry?
  - a. Room for more establishments
  - b. Necessity for businesses to operate
3. Against industry?
  - a. Affordability
  - b. Community size - many professional service people only come a couple days per week
4. Support?
  - a. Promote using local service providers
  - b. Attract service providers
  - c. Wireless capabilities

### Poultry processing

1. Surprises?
  - a. Massive decline - due to possible automation?
  - b. Number of jobs - not so many job losses
2. Favors industry?
  - a. Tony Downs in in the county
  - b. Community members can see visible growth/change at the plant
3. Against industry?
  - a. Lack of people/housing

- b. Higher paying jobs in surrounding counties
  - c. Changing consumer demands
  - d. Mobility of workers
  - e. Fewer chickens available locally, could it constrain the company?
4. Support?
- a. Eat more chicken
  - b. Ensure communication lines are open with the city and company, so that support is given
  - c. Encourage workers to live locally

### Health Care

1. Surprises?
- a. 20 establishments; 485 EEs
  - b. Low wages, part-time EEs?
2. Favors industry?
- a. Wide variety of services available – dental, eye, nursing facilities, also telemedicine and mental health
3. Against industry?
- a. Insurance restrictions
  - b. No obstetrics
  - c. Mandates (ex. Water purification)
4. Support?
- a. Growth in population
  - b. Attract and retain local talent
  - c. Purchase local – use health care here!
  - d. Mental health services needed

### Food Services

1. Surprises?
- a. Local employment decreased by 2.8 percent compared to national growth of 38.4 percent
  - b. Wages
2. Favors industry?
- a. Specialty food (plaza, Fox Den/bowling alley/legion/gas stations)
  - b. Location
  - c. Other attractions (movie theatre....)
3. Against industry?
- a. Perception of distance
  - b. Wages (or amount of hours)
  - c. No knowledge
4. Support?
- a. Communication within businesses – don't just eat and leave
  - b. Variety
  - c. Creative marketing – “rent a car” for dining
  - d. Supportive dollars for advertising (Chamber already does)



### Printing

1. Surprises?
  - a. Wages are above normal
  - b. Exact opposite of retail
  - c. Good profit margins – feeding back in wages to employees
2. Favors industry?
  - a. Not tying up money in inventory
  - b. Better quality as compared to competitors
  - c. Have their own design team
  - d. Give back to the community
3. Against industry?
  - a. If newspapers go out of business, it will impact
  - b. Community does not always see their growth/expansions, for example, if they upgrade to new printing equipment
4. Support?
  - a. Continue to support and buy ads
  - b. Doing well now, local businesses are using them

### Education

1. Surprises?
  - a. We thought there would be more employees
2. Favors industry?
  - a. Education will always be needed
  - b. The EEs become part of the community and spend their money here
  - c. People open enroll here due to good schools
3. Against industry?
  - a. The opportunity to have or increase its indirect impact is limited
  - b. Aging demographics
  - c. Graduation rates are lower than expected (recent news article)
4. Support?
  - a. Help make easier to recruit teachers, attract applications
  - b. Incentives for teachers to decide to stay in Madelia (ex. housing, tax breaks, etc.)
  - c. Affordable housing options (get open enrollers to move here)
  - d. Track graduation rates and be informed

### Retail Trade

1. Surprises?
  - a. Wages are really low
  - b. Input percentage seems low
2. Favors industry?
  - a. Employs 400 people in area
  - b. Provides part-time employment
  - c. Keep money in community
3. Against industry?
  - a. Hours
  - b. Much work probably falls to owners

- c. Hard to attract workers
- d. Not purchasing in bulk, hard to negotiate pricing
- e. Changing demand towards more service-orientation
- 4. Support?
  - a. Shop local, town commitment and pride
  - b. Communication – what do consumers want/need
  - c. Continued partnering and cross-referrals
  - d. Persuade youth of importance to them of buying local
  - e. More open hours? Coordinate with restaurants?
  - f. Work to attract traffic off highway and into town, it's a midway point for many

### Construction


- 1. Surprises?
  - a. Single family versus sheds, grain bins, etc.
- 2. Favors industry?
  - a. Location of town (near major population centers)
  - b. Commitment of townspeople
  - c. Plenty of work, need more employees
- 3. Against industry?
  - a. Aging of workforce
  - b. Limited number of skilled employees in trades
  - c. Wage pressures – hard to retain workers
- 4. Support?
  - a. Promotion of city
  - b. Bring families to the city
  - c. Encourage trade service education
  - d. Wages competitive
  - e. Support local hardware/lumberyards, etc.
  - f. Attract business professionals – live here, even if do not work here

### Accommodations

- 1. Surprises?
  - a. Info lists one hotel/motel, our group thinks there are at least 2 hotels
  - b. Low wages, probably due to PT employment
- 2. Favors industry?
  - a. Generates \$0.5 million per year
- 3. Against industry?
  - a. Low wages
  - b. Loss of jobs
- 4. Support?
  - a. Build up “everything else” to increase need/demand for this service

### Real Estate

- 1. Surprises?
  - a. Wages are low
  - b. Only 4 establishments

- 
2. Favors industry?
    - a. Growth did not decline
    - b. Increasing housing value
    - c. Lower cost of living
  3. Against industry?
    - a. Limited availability of quality housing
    - b. Affordable housing?
  4. Support?
    - a. Maintain current support
    - b. Possibly increase units for expansion

## APPENDIX THREE: INDUSTRY ANALYSIS SLIDES

### CONSTRUCTION: WATONWAN COUNTY

- 292 employees (EMSI 2016)
- 38 establishments (EMSI 2016)
- \$47.5 million in output generated
- 56% of expenditures are for inputs
  - Wholesale trade, architectural & engineering, petroleum products
- 44% for labor
  - Average weekly wage: \$862 (QCEW 2016)
- This U.S. industry comprises general contractor establishments primarily responsible for the entire construction of new single-family housing.



### CONSTRUCTION: INDUSTRY TRENDS

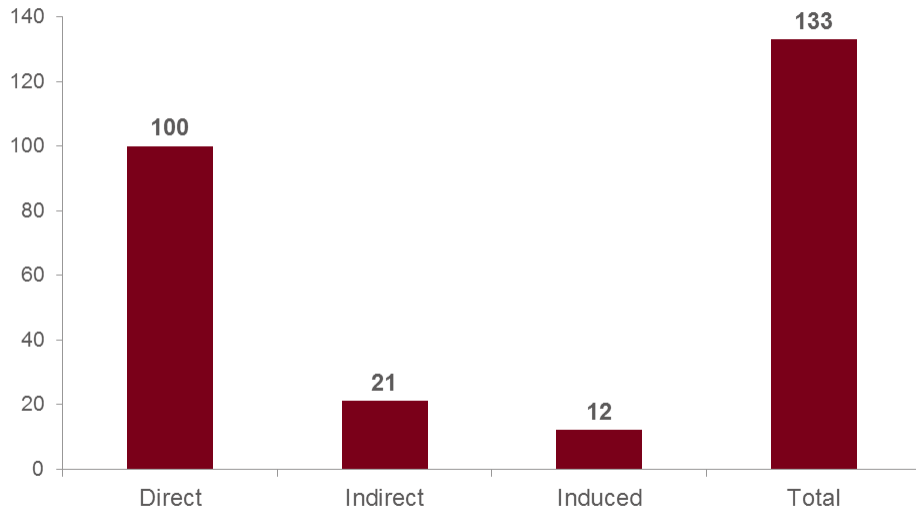
Jobs 2001	Jobs 2016	Change 2001-2016
328	292	-36

National Growth	Industry Mix	Competitive Effect
30	-38	-28

**Bottom line:** The number of Watonwan County jobs in single-family home construction declined by 11% between 2001 & 2016. Meanwhile, nationally this sector has experienced decline of 2.4%.



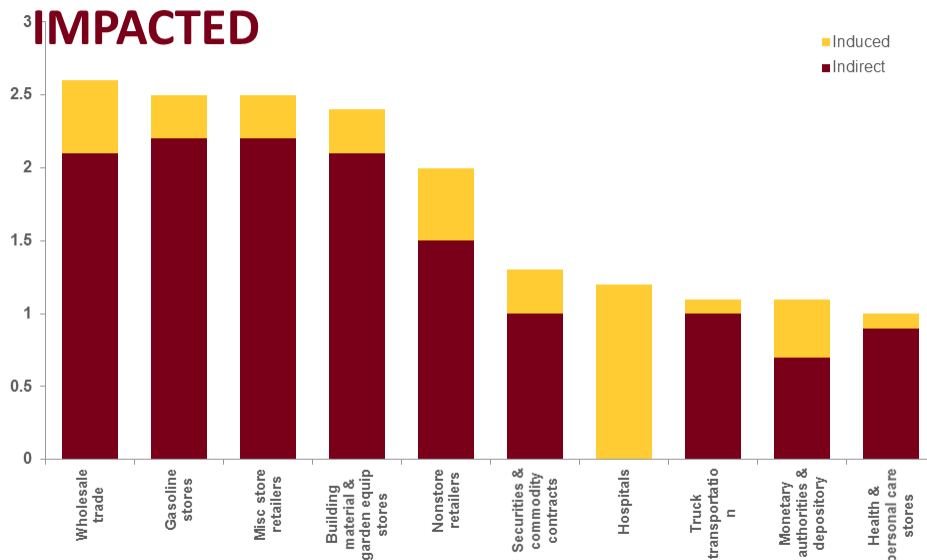
## CONSTRUCTION: WATONWAN COUNTY



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## CONSTRUCTION: TOP INDUSTRIES IMPACTED



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## EDUCATION: WATONWAN COUNTY

- 364 employees in public education (EMSI 2016)
- 29% of expenditures are for inputs
  - Real estate, wholesale trade, natural gas distribution.
- 71% for labor
  - Average weekly wage: \$691 (QCEW 2016)
- This industry comprises establishments primarily engaged in furnishing academic courses and associated course work that comprise a basic preparatory education. A basic preparatory education ordinarily constitutes kindergarten through 12th grade.



## EDUCATION: INDUSTRY TRENDS

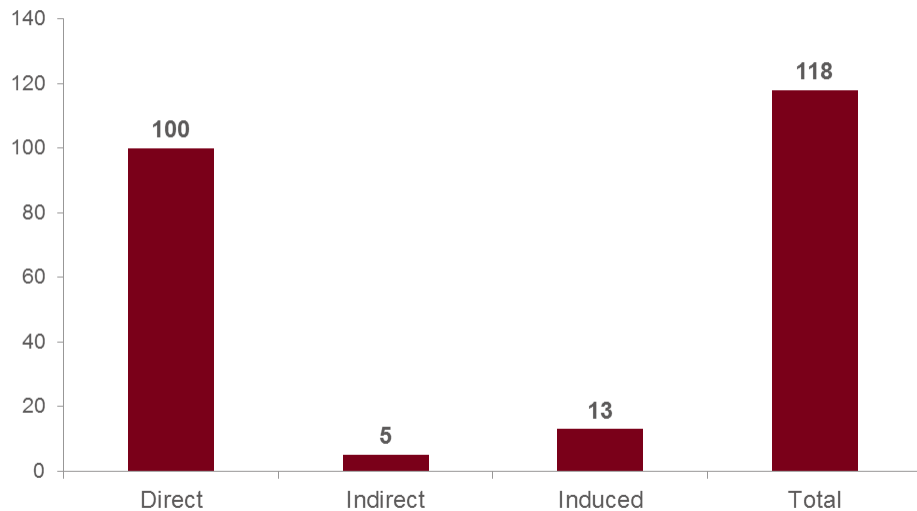
Jobs 2001	Jobs 2016	Change 2001-2016
403	364	-39

National Growth	Industry Mix	Competitive Effect
37	-15	-60

**Bottom line:** The number of public education jobs in Watonwan County declined by 9.7% between 2001 & 2016. While, nationally this sector has experienced growth by 7.8%.



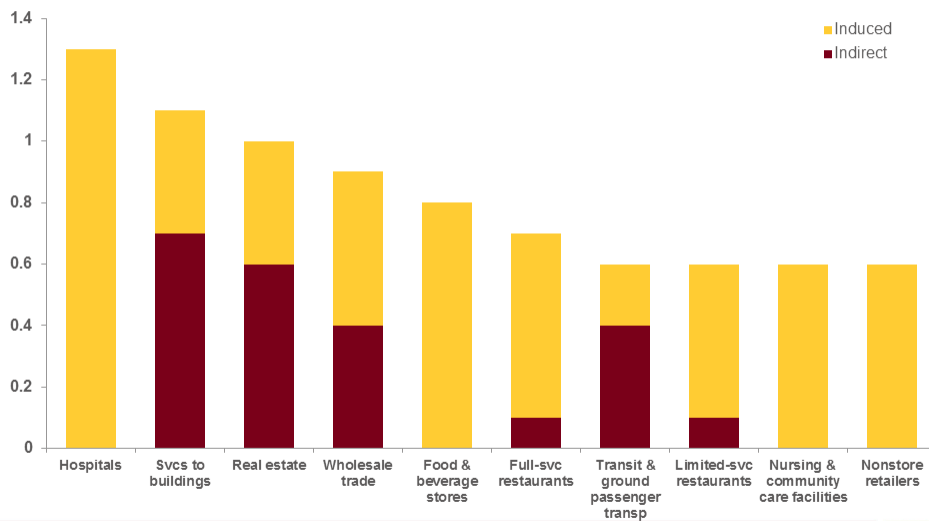
## EDUCATION: WATONWAN COUNTY



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## EDUCATION: TOP INDUSTRIES IMPACTED



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## HEALTH CARE: WATONWAN COUNTY

- 485 employees (EMSI 2016)
- 20 establishments (EMSI 2016)
- \$44 million in output generated
- 46% of expenditures are for inputs
  - Insurance, pharmaceuticals, real estate
- 54% for labor
  - Average weekly wage: \$693 (QCEW 2016)

## HEALTH CARE: INDUSTRY TRENDS

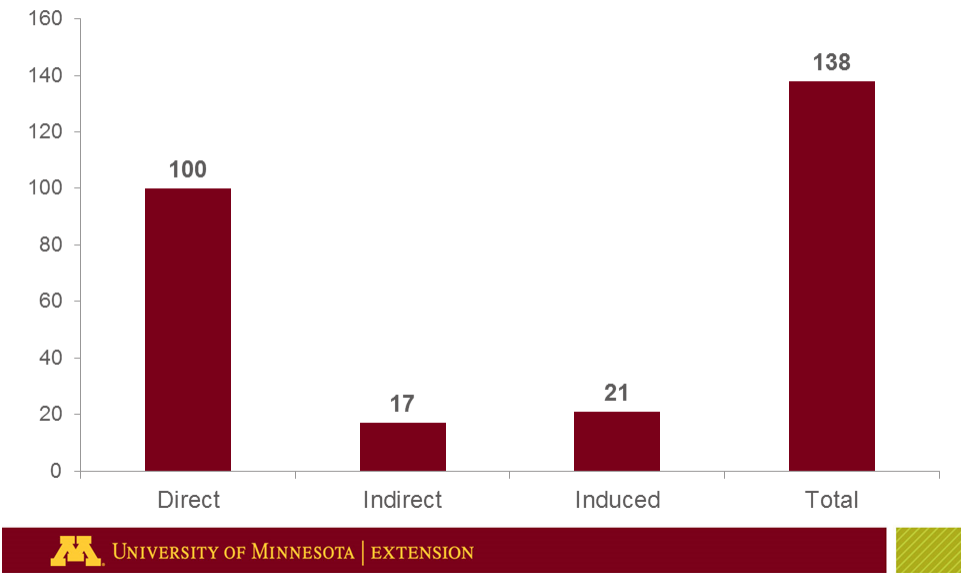
Jobs 2001	Jobs 2016	Change 2001-2016
562	485	-77

National Growth	Industry Mix	Competitive Effect
51	189	-316

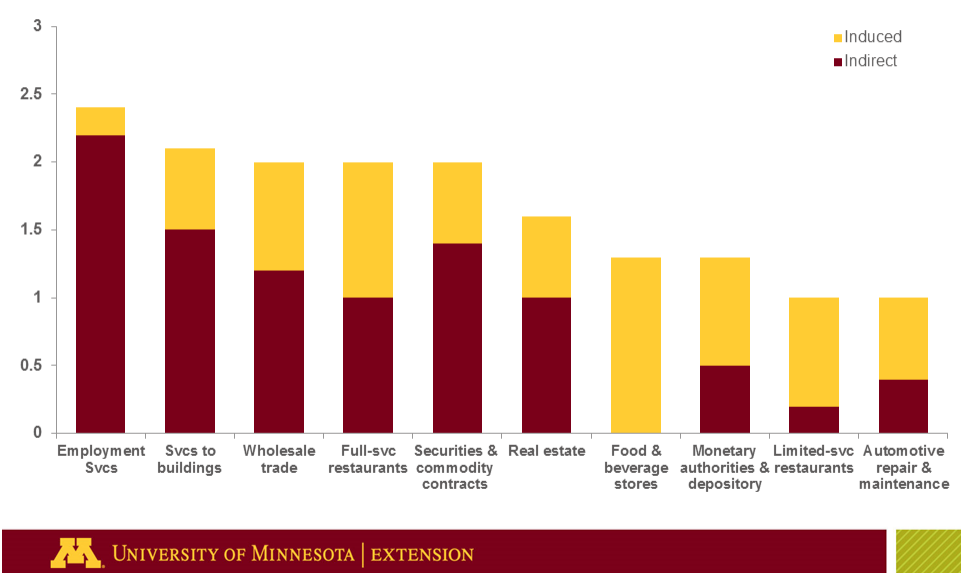
**Bottom line:** The number of jobs at health care industry in Watonwan County declined by 14% between 2001 & 2016. While, nationally this sector has experienced growth by 47%.



# HOSPITALS: WATONWAN COUNTY



# HOSPITALS: TOP INDUSTRIES IMPACTED



## RETAIL TRADE: WATONWAN COUNTY

- 397 employees (EMSI 2016)
- 35 establishments (EMSI 2016)
- \$31.1 million in output generated
- 37% of expenditures are for inputs
  - Management of companies & enterprises, real estate, warehousing & storage services.
- 63% for labor
  - Average weekly wage: \$368 (QCEW 2015)
- This U.S. industry comprises establishments primarily engaged in retailing new goods in general merchandise stores (except department stores, warehouse clubs, superstores, and supercenters).

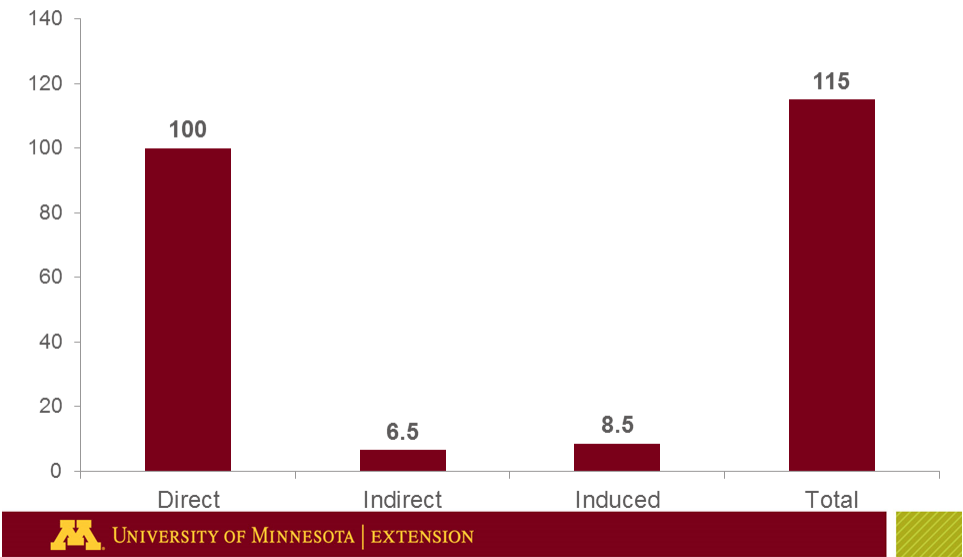
## RETAIL TRADE: INDUSTRY TRENDS

Jobs 2001	Jobs 2016	Change 2001-2016
430	397	-33

National Growth	Industry Mix	Competitive Effect
39	-25	-47

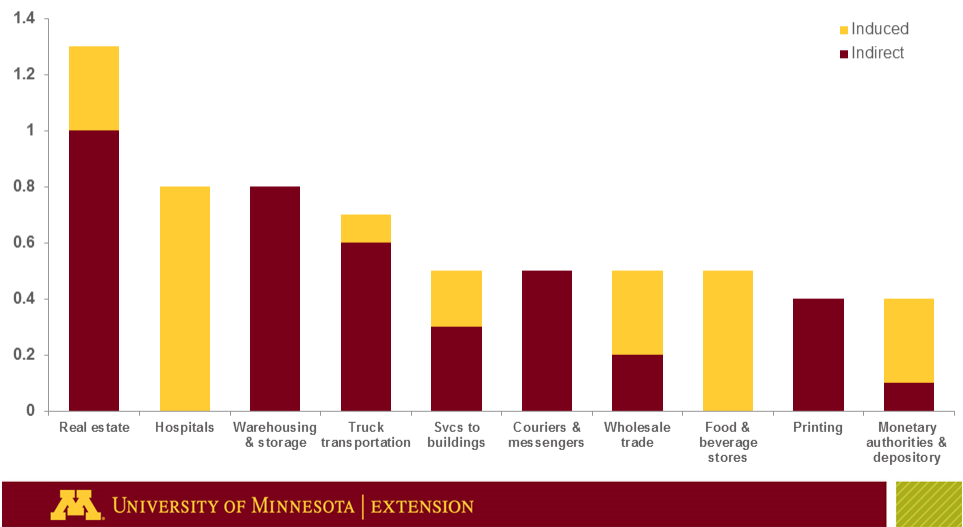
**Bottom line:** The number of jobs at retail trade industry in Watonwan County declined by 8% between 2001 & 2016. While, nationally this sector has experienced growth by 3.2%

# RETAIL TRADE: WATONWAN COUNTY



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# RETAIL TRADE: TOP INDUSTRIES IMPACTED



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## REAL ESTATE: WATONWAN COUNTY

- 26 employees (EMSI 2016)
- 4 establishments (EMSI 2016)
- \$56 million in output generated
- 46% of expenditures are for inputs
  - Real estate, maintenance & repairing nonresidential structures, electricity transmission & distribution
- 54% for labor
  - Average weekly wage: \$424 (QCEW 2015)
- This industry comprises establishments primarily engaged in performing real estate related services (primarily related to rental housing)

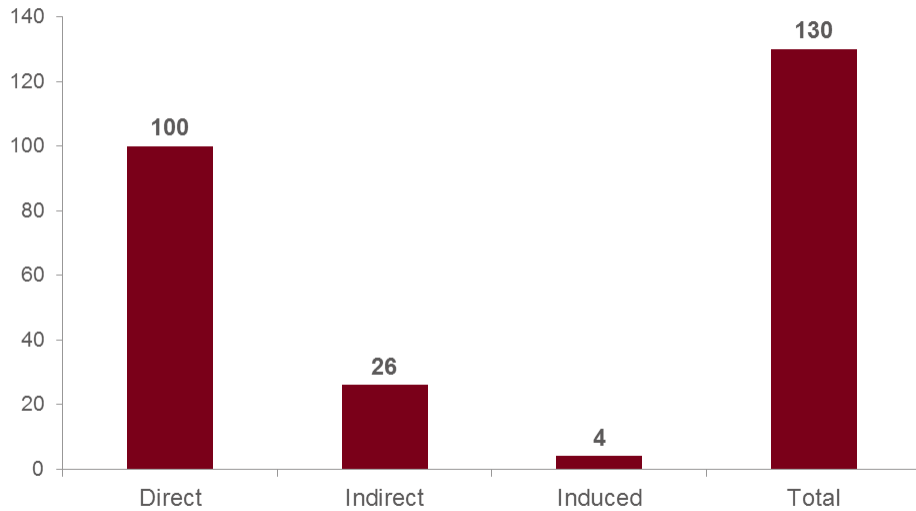
## REAL ESTATE: INDUSTRY TRENDS

Jobs 2001	Jobs 2016	Change 2001-2016
26	26	0

National Growth	Industry Mix	Competitive Effect
2	1	-4

**Bottom line:** The number of jobs at real estate industry in Watonwan County stayed steady between 2001 & 2016. Nationally this sector has experienced growth by 13.8%.

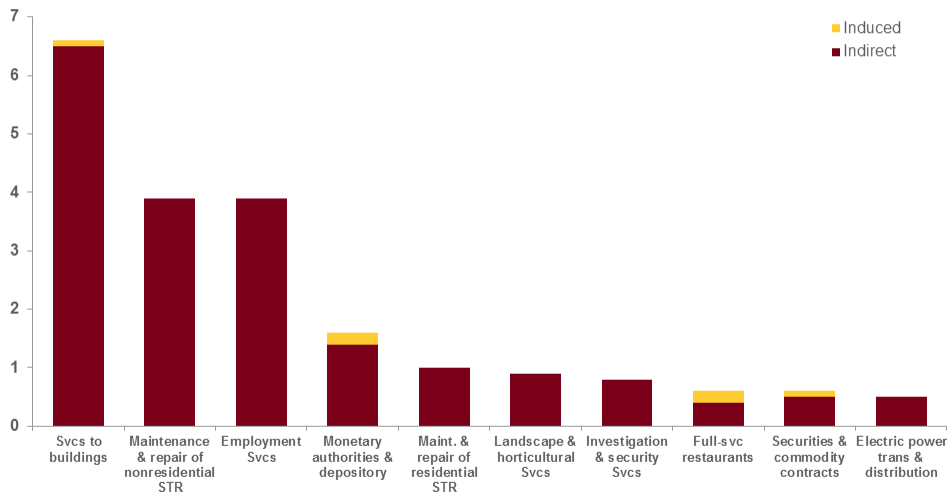
## REAL ESTATE: WATONWAN COUNTY



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## REAL ESTATE: TOP INDUSTRIES IMPACTED



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## PROFESSIONAL SERVICES: WATONWAN COUNTY

- 57 employees (EMSI 2016)
- 11 establishments (EMSI 2016)
- \$11.2 million in output generated
- 43% of expenditures are for inputs
  - Real estate, advertisement, management consulting services
- 57% for labor
  - Average weekly wage: \$704 (QCEW 2015)
- This industry comprises establishments primarily engaged in the provision of professional, scientific, or technical services.



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## PROFESSIONAL SERVICES: INDUSTRY TRENDS

Jobs 2001	Jobs 2016	Change 2001-2016
77	57	-20

National Growth	Industry Mix	Competitive Effect
7	14	-42

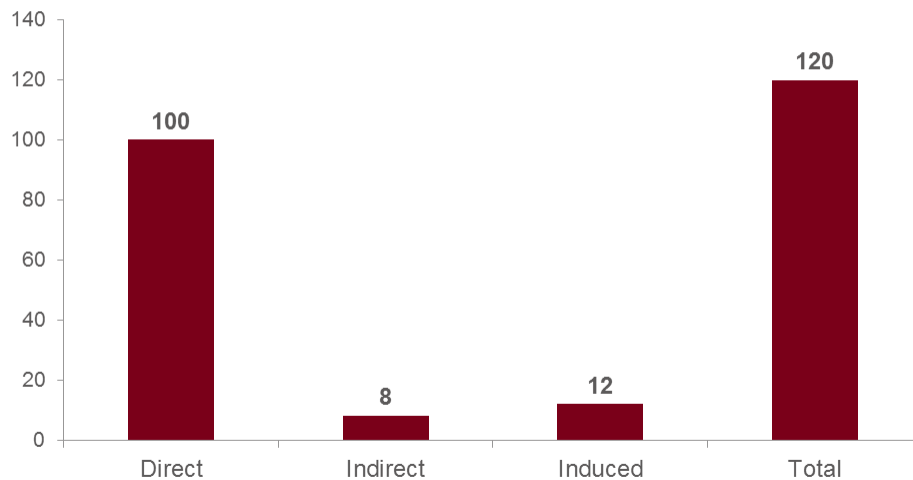
**Bottom line:** The number of jobs in the professional services industry in Watonwan County declined by 26% between 2001 & 2016. While, nationally this sector has experienced growth by 27.6%



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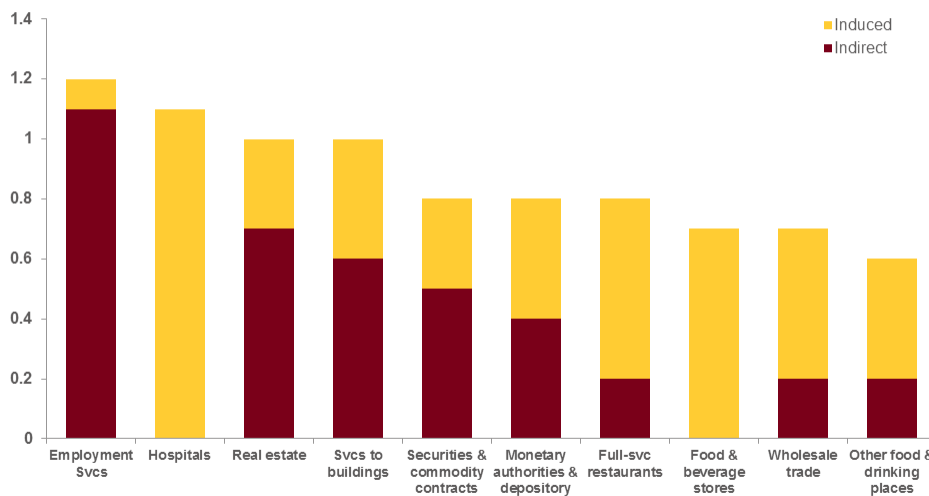
## PROFESSIONAL SERVICES: WATONWAN COUNTY



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## PROFESSIONAL SERVICES : TOP INDUSTRIES IMPACTED



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## ACCOMMODATIONS: WATONWAN COUNTY

- 20 employees (EMSI 2016)
- 1 establishment (EMSI 2016)
- \$0.5 million in output generated
- 47% of expenditures are for inputs
  - Advertisement, electricity transmission & distribution, management of companies & enterprises
- 53% for labor
  - Average weekly wage: \$225 (QCEW 2015)
- This industry comprises establishments primarily engaged in providing short-term lodging in facilities known as hotels, motor hotels, resort hotels, and motels.



## ACCOMMODATIONS: INDUSTRY TRENDS

Jobs 2001	Jobs 2016	Change 2001-2016
29	20	-9

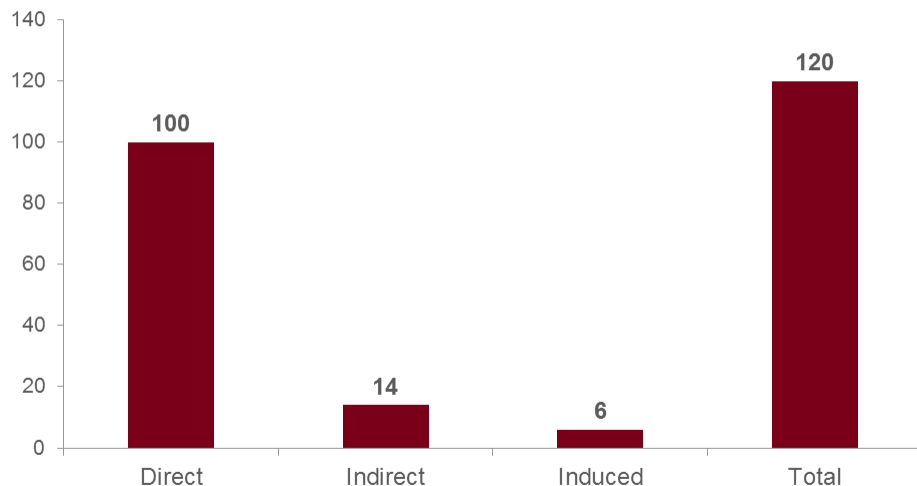
National Growth	Industry Mix	Competitive Effect
3	-1	-10

**Bottom line:** The number of jobs at accommodations sector in Watonwan County declined by 31% between 2001 & 2016. Meanwhile, nationally this sector has experienced growth by 5.4%





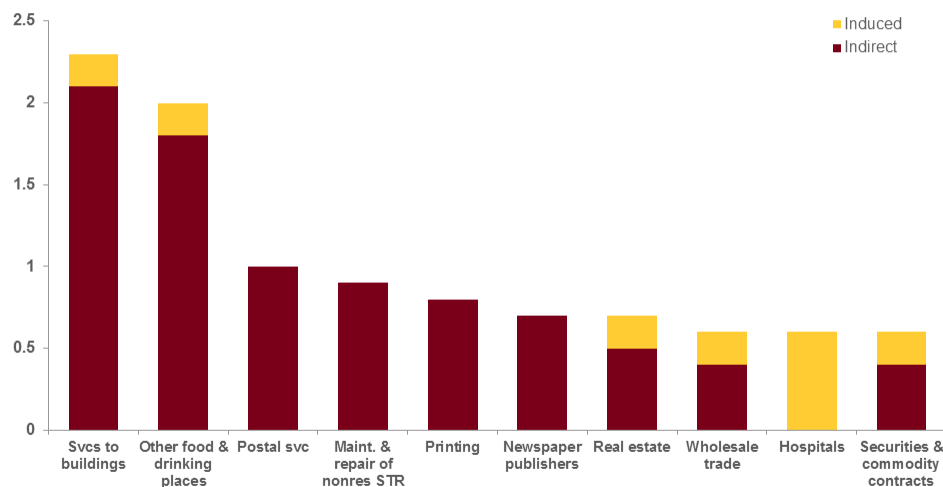
## ACCOMMODATIONS: WATONWAN COUNTY



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## ACCOMMODATIONS: TOP INDUSTRIES IMPACTED



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## FOOD SERVICES: WATONWAN COUNTY

- 173 employees (EMSI 2016)
- 17 establishments (EMSI 2016)
- \$9.6 million in output generated
- 57% of expenditures are for inputs
  - Management of companies & enterprises, real estate, wholesale trade
- 43% for labor
  - Average weekly wage: \$225 (QCEW 2016)

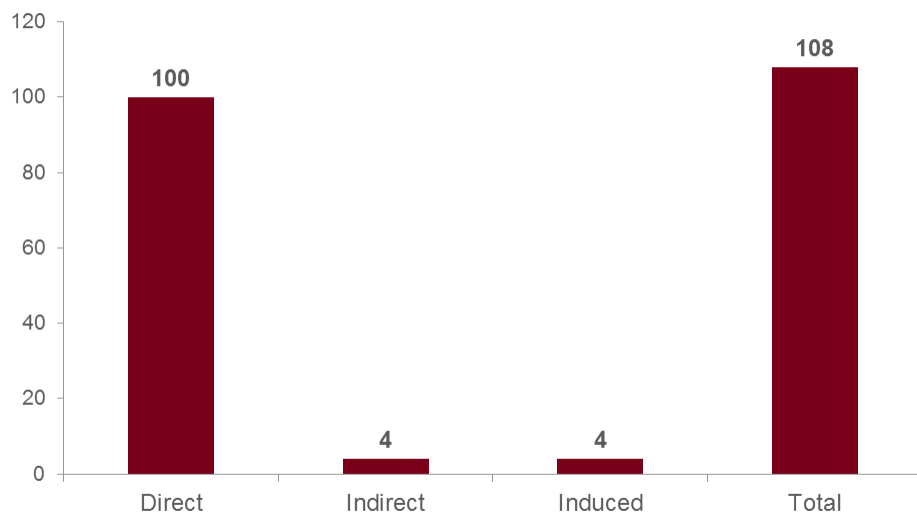
## FOOD SERVICES: INDUSTRY TRENDS

Jobs 2001	Jobs 2016	Change 2001-2016
178	173	-5

National Growth	Industry Mix	Competitive Effect
16	53	-74

**Bottom line:** The number of jobs at food services industry in Watonwan County declined by 2.8% between 2001 & 2016. Meanwhile, nationally this sector has experienced growth by 38.4%

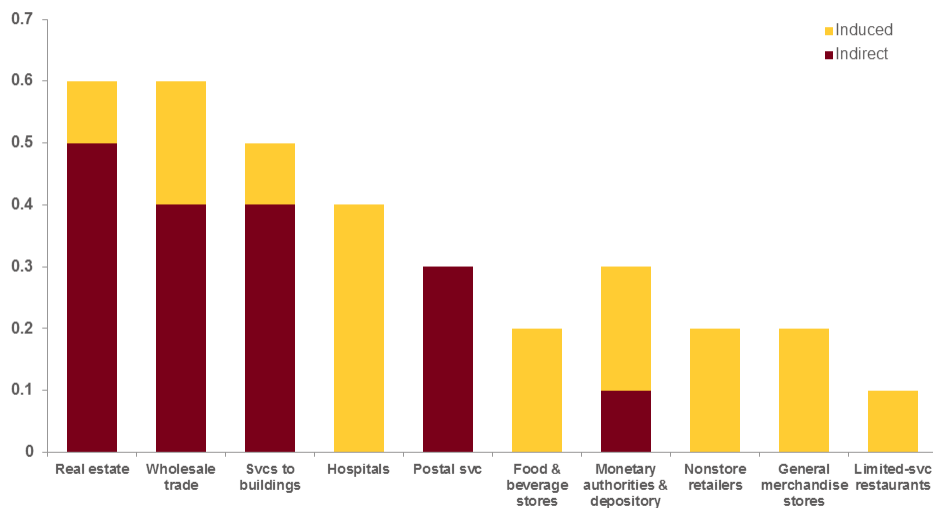
## FOOD SERVICES: WATONWAN COUNTY



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## FOOD SERVICES: TOP INDUSTRIES IMPACTED



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## POULTRY PROCESSING: WATONWAN COUNTY

- 397 employees (EMSI 2016)
- 2 establishments (EMSI 2016)
- \$216 million in output generated
- 82% of expenditures are for inputs
  - Poultry & egg products, poultry meat products, transportation
- 18% for labor
  - Average weekly wage: \$760 (QCEW 2016)
- This U.S. industry comprises establishments primarily engaged in (1) slaughtering poultry and small game and/or (2) preparing processed poultry and small game meat and meat byproducts.



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## POULTRY PROCESSING: INDUSTRY TRENDS

Jobs 2001	Jobs 2016	Change 2001-2016
911	397	-514

National Growth	Industry Mix	Competitive Effect
83	-136	-460

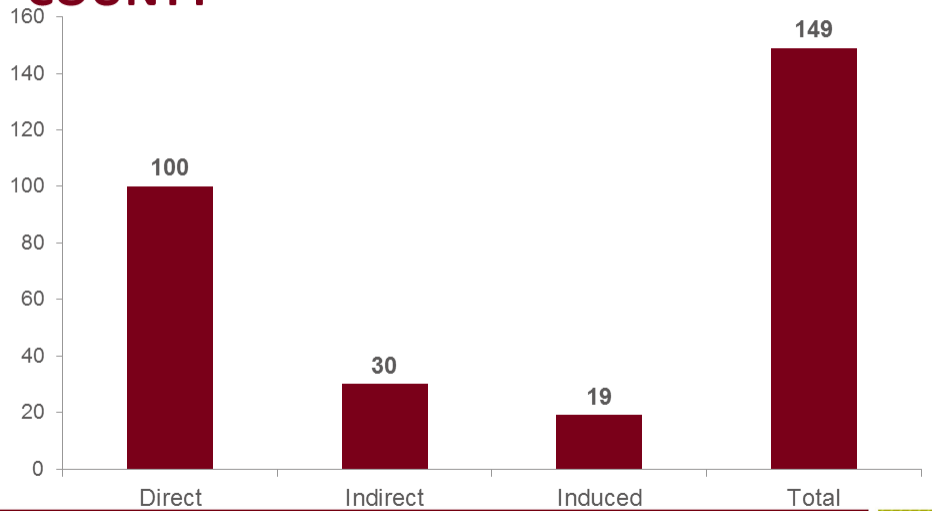
**Bottom line:** The number of jobs at poultry processing in Watonwan County declined by 56% between 2001 & 2016. Meanwhile, nationally this sector has experienced decline by 6%.



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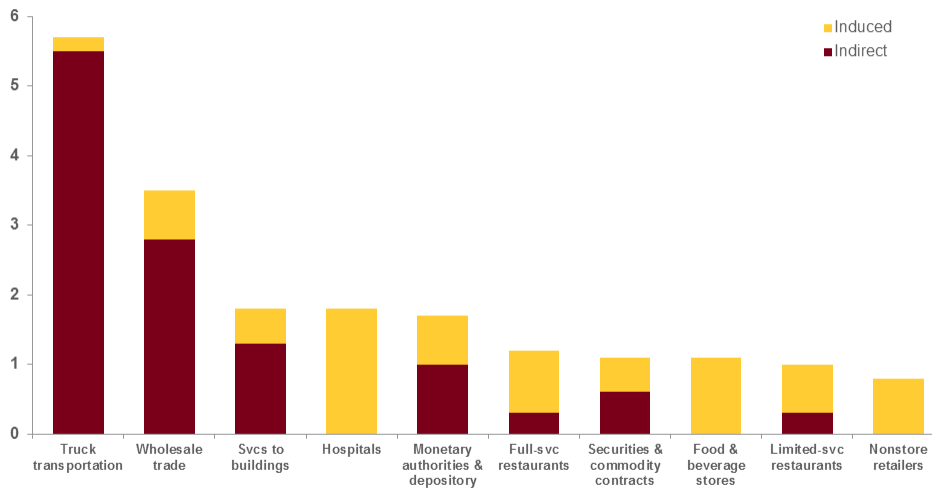
## POULTRY PROCESSING: WATONWAN COUNTY



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## POULTRY PROCESSING: TOP INDUSTRIES IMPACTED



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## PRINTING: WATONWAN COUNTY

- 69 employees (EMSI 2016)
- 2 establishments (EMSI 2016)
- \$7.5 million in output generated
- 66% of expenditures are for inputs
  - Paper from pulp, printing inks, paper bags & coated
- 34% for labor
  - Average weekly wage: \$746 (manufacturing, QCEW 2016)
- This U.S. industry comprises establishments primarily engaged in commercial printing without publishing.

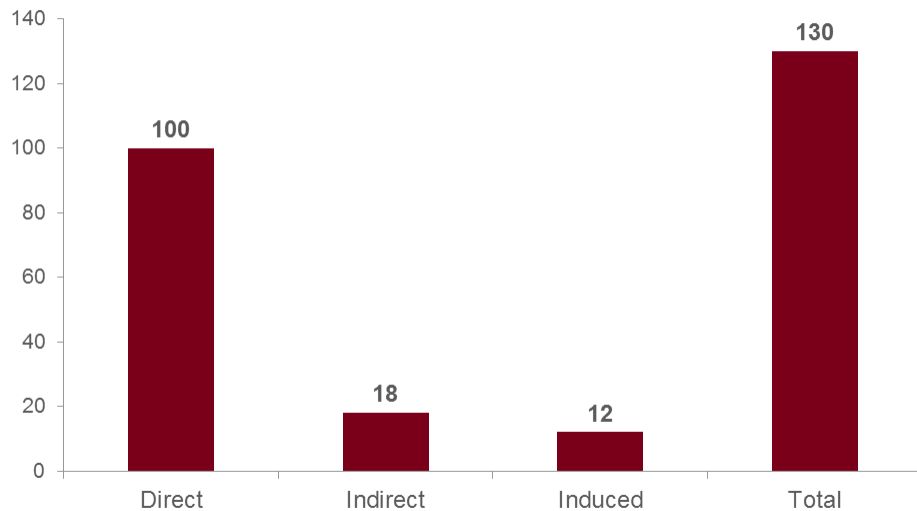
## PRINTING: INDUSTRY TRENDS

Jobs 2001	Jobs 2016	Change 2001-2016
123	69	-54

National Growth	Industry Mix	Competitive Effect
11	-59	-6

**Bottom line:** The number of jobs at printing industry in Watonwan County declined by 44% between 2001 & 2016. Meanwhile, nationally this sector has experienced decline by 39%.

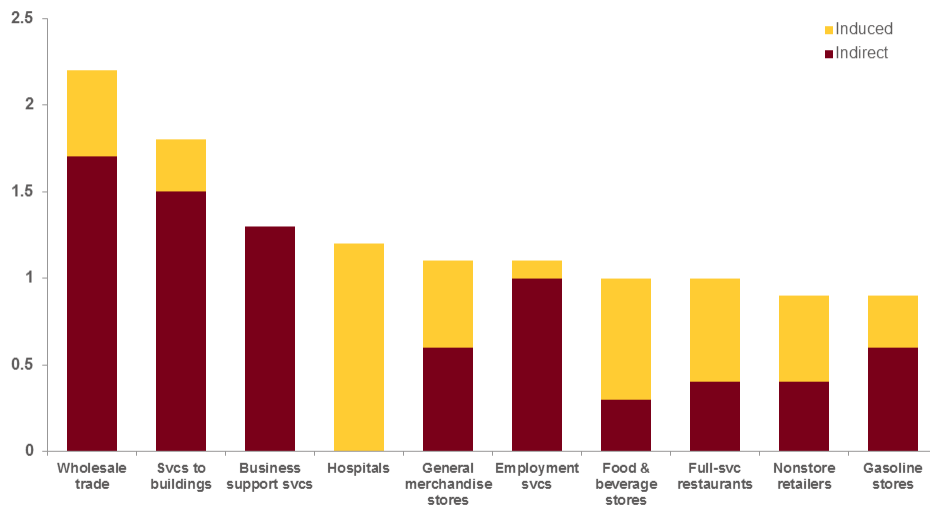
## PRINTING: WATONWAN COUNTY



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## PRINTING: TOP INDUSTRIES IMPACTED



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